A3350-1

Home Appliance NewsLine

An AHAM Bulletin to Editors

FOR IMMEDIATE RELEASE
December 21, 1989

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STRONG MAJOR APPLIANCE SHIPMENTS IN NOVEMBER

SIGNAL 1989 TOTAL AS THIRD-BEST

CHICAGO — Over 3.9 million major home appliances were shipped in November, the second-highest level ever for the month, reports the Association of Home Appliance Manufacturers (AHAM).

While November shipments were strong, they were down 5.0 percent from one year ago, reflecting the ebbing consumer demand that has been evident for most of 1989's second half. Even if December shipments follow suit, however, shipments by year-end are likely to be the industry's third-highest annual total due to the record levels of the first half.

Those earlier record levels are the primary reason why year-to-date shipments are nearly even with last year (-0.8 percent).

Although softened demand for practically all appliance categories was evident in year-to-date figures, several products made noteworthy advances in November:

- Two core products reached new November highs. Refrigerators (545,600 units) were up 1.6 percent, and automatic washers (534,600 units) up 5.2 percent.
- Compactor shipments (23,200 units) increased 5.9 percent to their best November level in 10 years, and ranges (291,000 electric units and 215,000 gas units) reached their best shipment levels since 1972.

It now appears likely that 1989 industry shipments will come in under 49 million units, just shy of the 49.2 million predicted in the latest industry forecast.

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MAJOR HOME APPLIANCE INDUSTRY SHIPMENTS*, THOUSANDS OF UNITS
November, 1989

	NOVEMBER			CALENDAR YEAR TO DATE		
	1989	1988	% Change	1989	1988	% Change
ALL MAJOR APPLIANCES**	3,934.2	4,140.4	-5.0%	45,147.9	45,421.3	-0.8%
COOKING - TOTAL	1,528.5	1,704.7	-10.3%	14,283.1	14,630.5	-2.4%
ELECTRIC RANGES - TOTAL	291.0	287.0	1.4%	2,806.3	2,939.8	-4.5%
Free Standing	229.2	229.6	-0.2%	2,210.6	2,354.7	-6.1%
Built-in	61.8	57.5	7.5%	595.7	585.2	1.8%
GAS RANGES - TOTAL	215.0	208.8	3.0%	1,969.3	2,030.3	-3.0%
Free Standing	204.5	197.3	3.6%	1,867.8	1,913.8	-2.4%
Built-in	10.5	11.4	-7.9%	101.5	116.5	-12.9%
MICROWAVE OVENS/RANGES***	1,036.5	1,223.6	-15.3%	9,658.4	9,826.5	-1.7%
HOME LAUNDRY - TOTAL	932.6	909.2	2.6%	9,990.1	9,988.6	0.0%
AUTOMATIC WASHERS	534.6	508.4	5.2%	5,777.6	5,750.8	0.5%
DRYERS- TOTAL	398.0	400.8	-0.7%	4,212.5	4,237.7	-0.6%
Electric	310.6	308.6	0.6%	3,249.2	3,277.2	-0.9%
Gas	87.4	92.3	-5.3%	963.3	960.5	0.3%
KITCHEN CLEAN UP - TOTAL	719.9	757.6	-5.0%	7,629.2	7,700.7	-0.9%
DISPOSERS	369.1	380.8	-3.1%	4,064.2	3,889.8	4.5%
DISHWASHERS - TOTAL	327.6	354.9	-7.7%	3,367.6	3,589.0	-6.2%
Built-in	305.7	326.7	-6.4%	3,178.7	3,358.5	-5.4%
Portable	21.9	28.2	-22.3%	188.9	230.5	-18.0%
COMPACTORS	23.2	21.9	5.9%	197.4	221.9	-11.0%
FOOD PRESERVATION - TOTAL	629.9	635.7	-0.9%	7,733.2	8,014.4	-3.5%
REFRIGERATORS	545.6	536.9	1.6%	6,604.8	6,760.2	-2.3%
FREEZERS - TOTAL	84.3	98.8	-14.7%	1,128.3	1,254.2	-10.0%
Chest	48.7	54.0	-9.8%	627.9	675.1	-7.0%
Upright	35.7	44.8	-20.3%	500.4	579.1	-13.6%
HOME COMFORT - TOTAL	123.4	133.2	-7.4%	5,412.3	5,087.2	6.4%
ROOM AIR CONDITIONERS	100.9	125.8	-19.8%	4,816.1	4,422.4	8.9%
DEHUMIDIFIERS	22.5	7.3	208.2%	596.2	664.8	-10.3%

* Domestic plus export shipments: includes both U.S. produced and imported products.
** Numbers do not add because of overlapping product categories.
*** Includes microwave ovens and combination microwave ovens/ranges.